



Integrated Marketing Solutions

*Research
Planning
Implementation*



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Select Marketing Services has the experience to provide a systematic review of your organization in order to develop the best approach to a comprehensive

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marketing plan. We feel it is important to review the problems and opportunities, target market and market objectives to create a strong plan.

Within your plan, the marketing strategies represent an overview of various marketing tools and how they will be used to achieve the marketing objectives. We work hard to set clear objectives with our customers. We

believe it is vital to a successful program to ensure that marketing objectives are specific, quantifiable, and measurable. Good data, organized in a

meaningful and disciplined manner, will provide you with tremendous insights into your target customers and their purchase behavior. For each marketing

effort, your organization should determine which potential customers to target, through what specific combination of product features, at what price,

through what distribution channels, with what type of product or service, via what type of communication, and with what frequency. We help our clients

break down the complex task of a marketing plan into critical steps that will enable you to develop a disciplined, precise, and effective marketing strategy.

We develop a marketing plan that is comprehensive and actionable.

Customer Relationship Management

- ▲ *Identify*
- ▲ *Differentiate*
- ▲ *Interact & Customize for Customers & Prospects*

Trade Shows

- ▲ *Identification, Creative Concept, & Implementation*
- ▲ *Promotional Strategy & Fulfillment*
- ▲ *Training*

Mailing Lists

- ▲ *Targeted Identification*
- ▲ *Acquisition*
- ▲ *ROI Analysis*

Direct Marketing

- ▲ *Corporate Identity*
- ▲ *Campaign Strategy & Implementation*

Websites

- ▲ *Web & Internet Communications Programs*
- ▲ *Traffic Generation Programs*

Market Research

- ▲ *Development & Implementation of Customer Focused Dialogue Using Traditional & State-of-the-Art Web-Based Technologies*

Telemarketing

- ▲ *Strategic Development of Integrated Programs with Direct Marketing, Advertising, and Website Campaigns*